Claim Amendments

Please amend claims 1, 2, 5, and 6 as follows, cancel claim 4, and add new claims 10, 11, 12, and 13 as follows:

1. (currently amended) A device for electronically pricing product above a shelf comprising:

a bus,

said bus including a rearward panel, a forward panel, a spacing between portions of said rearward and said forward panels forming a cavity therebetween and having a plurality of contact strips[[,]] extending between said rearward panel and said forward panel,

said bus having a downwardly directed opening communicating with said cavity,

~~means for attaching~~ said bus attachable to said shelf,

a price display unit having a forward panel for electronically displaying a product price,

said price display unit including an upwardly directed rearward member joined to a bottom of said forward panel,

said rearward member removably receivable into said downwardly directed opening ~~means~~ for removably attaching said price display unit to said bus,

said rearward member ~~price display unit~~ having contacts for making electric connection to said contact strips,

a control unit for storing pricing information, and

said control unit electrically connected to said contact strips of said bus wherein said price display unit receives electric power and a display signal from said control unit through said contact strips of said bus.

2. (currently amended) A device for electronically pricing a plurality of products on an elongate shelf wherein each of said products bears an electronically readable product identification number, said device comprising:

a bus having a plurality of contact strips,

~~means for attaching~~ said bus attachable to said shelf,

a plurality of price display units, each of said price display units ~~having means~~ for electronically displaying a product price and having contacts for making electric connection to said contact strips,

~~means for removably attaching~~ said price display units being removably attachable to said bus,

a control unit electrically connected to said contact strips,

said control unit providing power and a display signal to each of said plurality of price display units attached to said bus, and

each of said price display units bearing an electronically readable identification number thereon,

a handheld wand for reading said product identification numbers for one of said products and one of said price display unit identification numbers and for transmitting said numbers to said control unit for connecting pricing information for

said one of said products to said one of said price display units wherein pricing information for said one of said products is displayed on said one of said price display units.

3. (original) The device of claim 2 wherein said bus is attachable to a price track on a shelf.

4. (canceled)

5. (currently amended) The device of claim 1 ~~2~~ and further comprising:

said price display unit [[s]] having a receiver for receiving an electromagnetic communication,

a product identification ~~stock~~ number printed in an electronically readable code on each of said plurality of products on said shelf wherein said product identification number identifies said product,

a handheld programming unit including a transmitter and a scanner for reading said electronic codes wherein said scanner will ~~can be used to~~ read said product identification ~~stock~~ number for one of said products and said transmitter will ~~can be used to~~ transmit said product identification ~~stock~~ number for said one of said products to one of said price display units wherein said one of said price display units will portray pricing information for said one of said products.

6. (currently amended) The device of claim 1 [[2]] and further comprising a serrated surface on said bus and an engagement surface on said pricing unit ~~means~~ to lock said price display unit [[s]] against sliding movement along said bus.

7. (original) The device in accordance with claim 2 wherein

said control unit includes a receiver, and said device further comprising

a control station remote from said bus and said control unit, and

said control station including a transmitter wherein pricing information inserted into said control station is transmitted to said control unit and displayed on said plurality of price display units.

8. (currently amended) The device of claim 1 [[7]] and further comprising:

a product identification ~~stock~~ number printed in an electronically readable code on said products on said shelf,

an electronic identification code printed on ~~each of~~ said ~~plurality of~~ price display unit[[s]],

a handheld programming unit including a transmitter and scanner for reading said electronic codes wherein said programming unit can read said product identification number ~~electronically readable code~~ for one of said products and read said identification code for ~~one of~~ said ~~plurality of~~ price display unit[[s]] and transmit said codes to said control station[[s]], and

means for linking said codes wherein said control station will transmit pricing information for said one of said products to said control station to be displayed on said ~~one of said plurality of~~ price display unit[[s]].

9. (currently amended) The device of claim 7 [[8]] ~~and~~ further comprising:

a product identification ~~stock~~ number printed in an electronically readable code on each of said products on said shelf,

each said price display unit including a detector for detecting an electronic signal, and ~~each of said display units having a coded unit identifier,~~ said control unit including a transmitter for transmitting information to said control station,

a handheld programming unit having a scanner for reading said electronically readable code on said products and a transmitter for transmitting an electric signal to said detector on one of said price display units wherein said scanner can record said product identification ~~stock~~ number for one of said products and transmit said product identification ~~stock~~ number to one of said display units such that said product identification ~~stock~~ number and said unit identifier for said one of said price display units will be transmitted to said control unit, and

means for linking said stock number and said unit identifiers wherein pricing information for said one of said products is displayed on said one of said product display units.

10. (new) The device of claim 1 and further comprising

said rearward member including a means for preventing the manual removal of said display unit from said bus, and

a tool having an end formed solely for engaging said price display unit and for releasing said rearward member from said bus wherein said price display unit cannot be removed from said bus without said tool.

11. (new) The device of claim 10 wherein

said tool has at least one elongate rod,

said price display unit has a hole therein sized to receive said at least one elongate rod, and

said hole positioned to direct said at least one elongate rod toward a portion of said rearward member wherein said at least one elongate rod will release said price display unit from said base.

12. (new) The device of claim 2 and further comprising

each of said price display units having a rearward member for attaching said display unit to said bus,

said rearward member preventing the manual removal of said price display unit from said bus, and

a tool having an end formed solely for engaging said price display unit and for releasing said price display unit from said bus wherein said price display unit cannot be removed from said bus without said tool.

13. (new) The device of claim 12 wherein

said tool has at least one elongate rod,

said price display unit has a hole therein sized to receive said at least one elongate rod, and

said hole positioned to direct said at least one elongate rod toward said rearward member wherein said at least one elongate rod will release said price display unit from said base.